

Dispatch Manager Roles and Responsibilities

(Updated 10/27/23)

Dispatcher Mission – 5 Star Customer Experiences on Every Trip and Zero Dispatcher Cancellations to Maximize Customer Retention and 5%-10% Company Growth per Month.

Priorities – Company and customers first, everyone else second. Without customers, we have no work or income for anyone. If we don't prioritize the company over drivers and other workers, we won't have a company at all and everyone will be out of work.

- **Customers** – Will rarely book again if a Dispatcher cancels their ride or the vehicle (maintenance issues or dirty) or the driver didn't give them a good experience (late, poor service, bad attitude, etc). 5 Star customer experiences mean everyone and every vehicle the customer interacts with including reservations, company, drivers and dispatchers needs to be excellent.
- **Hiring** – Ensure there are enough regular and CDL drivers to keep dispatcher cancellations to zero. If you aren't getting enough CDL or MVR qualified drivers from Sonya or Indeed, figure out why and solve the problem.
- **Training** – Make sure the onboarding includes reading through the generic driver portal (install adobe reader), watching the payroll video, opening the driver pay calculator (install openoffice), and how to find their personal portal on Sunday after their first payroll airportshuttleofphoenix.com/firstname-lastname or texasshuttle.com/firstname-lastname
- **Driver Retention** – Be kind, patient and helpful; think about what you are saying to drivers and try to solve the issue with one point of contact. If what you are about to say will likely cause a driver to quit, you may want to ask for advice from another manager. Most issues can be resolved with referring drivers to the portal. Sometimes issues can be resolved with a second opinion e.g. miscommunication, company error, etc.
- **Payroll** – All hours and days are due to Daniel via Jeff every other Monday morning; set an alarm if you need a reminder. Payday is always 5pm on every other Friday. Daniel will forward the hours to the girls who do payroll. If a driver asks you questions about payroll, be kind and ask them to open up their paystub on their portal and watch the payroll video. You should know enough to be able to look at the payroll tab in RideBits and look at their paystub to see if they were paid correctly. If you don't want a driver to be paid for a trip e.g. 30+ minutes late and customer not there, remove their name from the trip in RideBits and mark it as Cancelled.
- **Vehicle Maintenance** – Ensure your Fleet Manager is keeping all of the vehicles operational and in good condition and filling in when necessary to prevent dispatcher cancellations and unsatisfactory customer experiences. Replace the Fleet Manager if

they cannot keep the vehicles operational and in good condition. Talk to them at least once a week going over all of the Vans, SUVs and Sedans listed in RideBits to see if they are available and what's the status; don't assume they are unavailable.

- **Vehicle Purchase Recommendations** – If you and your fleet manager are doing a good job of keeping the vehicles operational in a timely manner and you still can't cover the rides due to lack of vehicles, then send Daniel a text asking for the vehicles that you need and when you need them by. You should assume that at all times; several vehicles will be in the shop.
- **Scheduling** – prioritize your best drivers and pack their schedule focusing on max revenue per hour (Dallas to Waco, and right afterwards Waco to Dallas when possible) with enough time in between for traffic. Start with high revenue, which is generally larger vehicles, then work on weekly or monthly regular customers, then work on round trips. Do one way smaller revenue trips last. Always have one or two backup drivers who are not scheduled, but willing to do one or two trips to cover last minute rides and potential dispatcher cancellations.
- **Sales** – Avoid calling and texting reservations, or anything that will demotivate reservations or waste their time. The girls on the phones are solely focused on selling and getting their sales bonus; it majorly pisses them off when you cancel their trips or complain, and a dispatcher telling them not to book is an automatic dispatcher termination. We get an angry call or text every time you contact them.
- **Finance** – If you cancel trips (especially round trips, high revenue trips, and weekly or monthly customers), it directly effects how much money is available to compensate dispatchers (in terms of days and overall pay) and lowers monthly growth from 5% to 10% to 0% per month. In other words, we can't grow unless you take responsibility for vehicles and drivers being ready and available to do trips, not by overworking people, but by hiring proactively and having a list of backup drivers you can call anytime.

Follow the process, be kind to each other, and work as a team; if the process needs to be improved, ask Daniel for a solution via Jeff or the group text, or figure out a solution and ask if it's okay to implement it in both states.